



Fire Department

January 14, 2014

**Mark Rohlfing**  
Chief

**Gerard Washington**  
Assistant Chief

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## **MEDIA ALERT**

### **MILWAUKEE FIRE DEPARTMENT HAS HISTORIC LOW FIRE FATALITIES IN 2013**

- WHAT:** Milwaukee Fire Department to discuss historic low fire fatalities
- WHO:** Mayor Tom Barrett  
Chief Mark Rohlfing
- WHEN:** Wednesday, January 15, 2014  
9:30 am
- WHERE:** Milwaukee Survive Alive House  
2059 South 20<sup>th</sup> Street
- DETAILS:** The Milwaukee Fire Department works tirelessly each year to reach out to the public to educate them on how to be fire safe in the home. A shining example of the efforts made by the MFD has been the Survive Alive House. Over the past 21 years more than 350,000 Milwaukee Public School students have been through the program. These children have learned the lessons taught by Milwaukee firefighters and shared them with their friends and family, helping to reduce the amount of loss of life and property in Milwaukee.

In 2013, the City of Milwaukee had two fatalities from fires, an historic low for the city. The quick and professional response from the firefighters on duty each day helped to keep that number low, but emergency response is not the only way firefighters help their community. Prevention through education is critical. The Milwaukee Fire Department is committed to educating the public about the dangers of fires and how they can protect their own families.

On Wednesday January 15, 2014 at 9:30 am at the Survive Alive House (2059 South 20<sup>th</sup> Street) Mayor Tom Barrett and Chief Mark Rohlfing will speak to students attending class to remind them how important fire safety is to our community. We must continue to teach not only children, but the public as a whole, about the dangers of fire and the best ways to protect our families.

**SMOKE DETECTORS SAVE LIVES!** The MFD installed 1,700 smoke detectors in 2013. If you are in need of a smoke detector and live in a one- or two-family home call the SMOKE DETECTOR HOTLINE to have one installed by Milwaukee firefighters.

**SMOKE DETECTOR HOTLINE  
414-286-8980**

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